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GET MORE NYC: BROADWAY WEEK 2-FOR-1 TICKETS On Sale Tomorrow, January 4

**—Tickets on Sale for More Than 20 of New York City’s Most Popular Broadway Shows
from January 17 to February 4—**

**—Broadway Week Sweepstakes Gives Theatergoers a Chance to Win Broadway Tickets
for a Year and Round-Trip Airfare—**

New York City (January 3, 2012)—NYC & Company, New York City’s official marketing, tourism and partnership organization, reminds New Yorkers and visitors that Broadway Week two-for-one tickets go on sale tomorrow, January 4, for select Broadway shows from January 17 to February 4. More than 20 of New York City’s most popular shows are participating in the winter promotion. For more information and for a list of Broadway Week shows, visit nycgo.com/broadwayweek tomorrow. Broadway Week was created to attract new Broadway enthusiasts, boost ticket sales and provide unprecedented theater savings for New Yorkers and visitors alike.

“Broadway theaters are offering significant value this winter with two-for-one tickets to several of New York City’s most popular Broadway shows,” said George Fertitta, CEO of NYC & Company. “We are pleased to announce the third Broadway Week promotion, working together with our partners, to encourage visitors and New Yorkers to take advantage of this Broadway savings opportunity and experience some of the best theater in the City.”

“The experience of seeing a Broadway show is a live thrill. Broadway has something for everyone, and this season is no exception with a variety of musicals and plays,” said Charlotte St. Martin, executive director of The Broadway League. “We’re thrilled to work with NYC & Company to help bring value to our theatergoers. As always, there’s a curtain time, price point and show for all interests.”

Broadway Week is produced by NYC & Company in partnership with The Broadway League, AARP, Amtrak, NBC 4 New York and *The New York Times*. This is the third Broadway Week promotion, returning after a successful campaign in September. New shows participating in Broadway Week include *Anything Goes*; *Seminar*, starring Alan Rickman and Jerry O’Connell; and *Spider-Man: Turn Off the Dark*.

Productions participating in Broadway Week:*

- *Anything Goes*
- *Chicago The Musical*
- *Chinglish*
- *Godspell*
- *Jersey Boys*
- *Lysistrata Jones*
- *Mamma Mia!*
- *Mary Poppins*
- *Memphis*
- *On a Clear Day You Can See Forever*
- *Priscilla Queen of the Desert*

- *Relatively Speaking*
- *Rock of Ages*
- *Seminar*
- *Sister Act*
- *Spider-Man: Turn Off the Dark*
- *Stick Fly*
- *The Gershwins' Porgy and Bess*
- *The Lion King*
- *The Phantom of the Opera*
- *The Road to Mecca*
- *Wicked*

*Subject to availability. Blackout dates may apply.

Theatergoers can enter the Official Broadway Week sweepstakes on nycgo.com/broadwayweek from January 4 to February 4 for a chance to win two Broadway tickets a month for an entire year and two domestic round-trip tickets.

In addition, Audience Rewards members can redeem their Rewards Points for Broadway Week tickets; AARP members were able to purchase Broadway Week two-for-one tickets during the official AARP pre-sale.

In 2011 New York City expects to welcome a record breaking 50.2 million visitors generating \$32 billion in visitor spending and \$48 billion in economic impact. New York City reached Mayor Bloomberg's goal to attract 50 million visitors annually to New York City a year ahead of schedule.

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit nycgo.com.

About The Broadway League:

The Broadway League, founded in 1930, is the national trade association for the Broadway industry. The League's 700-plus members include theatre owners and operators, producers, presenters, and general managers in over 200 North American cities, as well as suppliers of goods and services to the theater industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada.

www.BroadwayLeague.com

www.ILoveNYTheater.com, www.ibdb.com

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